

ORDER



Orders
Order / Rev: 69314
Alt Order #: /Brad
Product Desc: Super Pac for America
Estimate:
Flight Dates: 11/01/12 - 11/06/12
Original Date / Rev: 10/31/12 / 10/31/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Smart Media
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: SPACA SuperPac for America
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/11/12	37	\$22,565.00	\$19,180.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	37	\$22,565.00	\$19,180.25	0.00
Totals	37	\$22,565.00	\$19,180.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	28%	\$22,565.00
Market	100%	\$80,589.29

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	72%	\$58,024.29
WGAL	0%	\$0.00
WHTM	0%	\$0.00
WLYH	0%	\$0.00
WPMT	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	11/05/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	M- - - - -	:30	1	\$450.00	P-1	0.00	NM	1	\$450.00
	Romney														
N 2	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:00 AM-5:30 AM (5:00 AM-5:30 AM)	M- - TF- -	:30	2	\$150.00	P-1	0.00	NM	3	\$450.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	- - - TF- -		2				\$150.00		0.00			
		Week: 11/05/12	11/11/12	M- - - - -		1				\$150.00		0.00			
N 3	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M- - TF- -	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
	Romney														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 69314
Alt Order #: /Brad
Flight Dates: 11/01/12 - 11/06/12

Advertiser: SPACA SuperPac for America
Product Desc: Super Pac for America
Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	WHP	11/01/12	11/05/12	M-F 5a-6a News CBS 21 News at 5a	CM	5:30 AM-6:00 AM (5:30 AM-6:00 AM)	M--TF--	:30	2	\$150.00	P-1	0.00	NM	2	\$300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		1				\$150.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$150.00		0.00			
N 4	WHP	11/01/12	11/05/12	M-F 6a-7a News CBS 21 News at 6a	CM	6:00 AM-6:30 AM (6:00 AM-6:30 AM)	M--TF--	:30	1	\$275.00	P-1	0.00	NM	2	\$550.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		1				\$275.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$275.00		0.00			
N 5	WHP	11/01/12	11/05/12	CBS This Morning CBS This Morning	CM	7a-9a	M--TF--	:30	1	\$150.00	P-1	0.00	NM	2	\$300.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		1				\$150.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$150.00		0.00			
N 6	WHP	11/01/12	11/05/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	M--TF--	:30	1	\$325.00	P-1	0.00	NM	2	\$650.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		1				\$325.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$325.00		0.00			
N 7	WHP	11/01/12	11/05/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	M--TF--	:30	2	\$325.00	P-1	0.00	NM	3	\$975.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		2				\$325.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$325.00		0.00			
N 8	WHP	11/01/12	11/05/12	M-F 6p-630p News CBS 21 News at 6p	CM	6p-630p	M--TF--	:30	1	\$400.00	P-1	0.00	NM	2	\$800.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	---	TF--		1				\$400.00		0.00			
Week:	11/05/12	11/11/12	M-----			1				\$400.00		0.00			
N 9	WHP	11/05/12	11/05/12	CBS Evening News CBS Evening News	CM	630p-7p	M-----	:30	1	\$1,500.00	P-1	0.00	NM	4	\$3,340.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	11/05/12	11/11/12	M-----			1				\$1,500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	11/05/12-11/11/12		CBS Evening News		630p-7p	M-----	:30		(\$1,500.00)		0.00	NM		
See MG 9.2,9.3,9.4,9.5 [Preempted by NSM]															
2	WHP	11/05/12-11/05/12		CBS Evening News		630p-7p	M-----	:30		\$3,000.00		0.00	NM		
Ⓜ MG for 10.1,10.2,19.1,9.1 [MG within Flight]															
3	WHP	11/05/12-11/11/12		CBS This Morning Saturday		9a-11a	-----Sa--	:30		\$225.00		0.00	NM		
Ⓜ MG for 10.1,10.2,19.1,9.1 [MG within Flight]															
4	WHP	11/05/12-11/11/12		Sa-Su LF		11:30 PM-12:30 AM	-----SaSu	:30		\$85.00		0.00	NM		
Ⓜ MG for 10.1,10.2,19.1,9.1 [MG within Flight]															
5	WHP	11/05/12-11/11/12		ON M-F		2:30 AM-5:00 AM	MTWThF----	:30		\$30.00		0.00	NM		
Ⓜ MG for 10.1,10.2,19.1,9.1 [MG within Flight]															
N 10	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rd CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$295.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:	10/29/12	11/04/12	-----	SS		2				\$295.00		0.00			

Order / Rev: 69314
 Alt Order #: /Brad
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: SPACA SuperPac for America
 Product Desc: Super Pac for America
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N10	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----SS	:30	2	\$295.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----SS	2		\$295.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$295.00)		0.00	NM		
See MG 9.2,9.3,9.4,9.5 [Program Change]															
2	WHP	10/29/12-11/04/12		Sa-Su 6p-630p News Rot		6p-630p	-----SaSu	:30		(\$295.00)		0.00	NM		
See MG 9.2,9.3,9.4,9.5 [Program Change]															
N11	WHP	11/01/12	11/05/12	Letterman Letterman	CM	1135p-1235a	M--TF--	:30	2	\$250.00	P-1	0.00	NM	3	\$750.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$250.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$250.00		0.00						
N12	WHP	11/01/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	M--TF--	:30	2	\$500.00	P-1	0.00	NM	3	\$1,500.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
N13	WHP	11/03/12	11/04/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----SS	:30	2	\$400.00	P-1	0.00	NM	2	\$800.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----SS	2		\$400.00		0.00						
N14	WHP	11/01/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	M--TF--	:30	2	\$1,500.00	P-1	0.00	NM	3	\$4,500.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	---TF--	2		\$1,500.00		0.00						
Week:		11/05/12	11/11/12	M-----	1		\$1,500.00		0.00						
N15	WHP	11/05/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	M-----	:30	1	\$2,000.00	P-1	0.00	NM	1	\$2,000.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$2,000.00		0.00						
N16	WHP	11/03/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$475.00		0.00						
N17	WHP	11/03/12	11/03/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S-	1		\$500.00		0.00						
N18	WHP	11/05/12	11/05/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$3,750.00	P-1	0.00	NM	1	\$3,750.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$3,750.00		0.00						
N19	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,250.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,250.00		0.00						

Order / Rev: 69314
 Alt Order #: /Brad
 Flight Dates: 11/01/12 - 11/06/12

Advertiser: SPACA SuperPac for America
 Product Desc: Super Pac for America
 Estimate:

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N19	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,250.00	P-1	0.00	NM	0	\$0.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$1,250.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
1	WHP	10/29/12-11/04/12		Sun Reg 1	7p-8p		-----Su	:30	(\$1,250.00)	0.00	NM				
See MG 9.2,9.3,9.4,9.5 [Preempted by NSM]															
N20	WHP	11/04/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$475.00	P-1	0.00	NM	1	\$475.00
Romney															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$475.00		0.00						
													Totals	37	\$22,565.00